**Chapter 1 ~ Marketing Today & Tomorrow**

**1-1 What is Marketing?**

**All Types of Businesses Use Marketing**

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**9 FUNCTIONS OF MARKETING**

**What is Marketing?**

**Creation:**

**Maintenance:**

**Satisfaction:**

**Exchange Relationships:**

**1-2 Businesses Need Marketing**

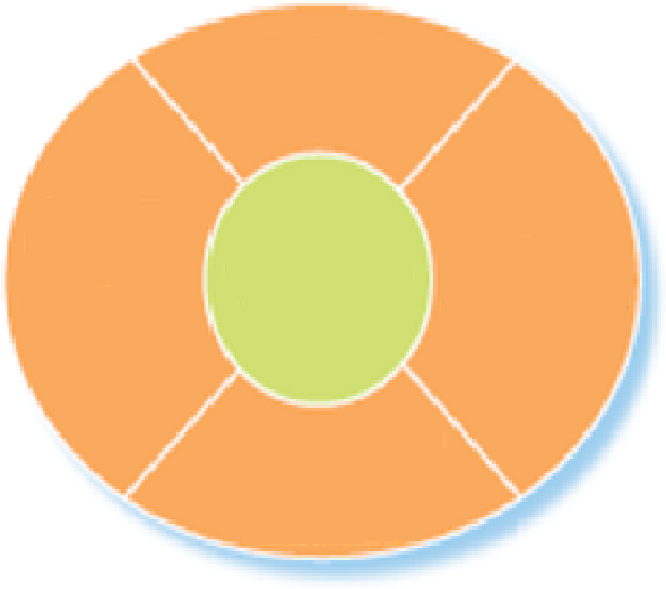
Explain why businesses need marketing.  
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***Development of Marketing***

Bartering Goods Specialization of Labor Money Systems Central Markets Other Marketing Activities

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Functions of Business

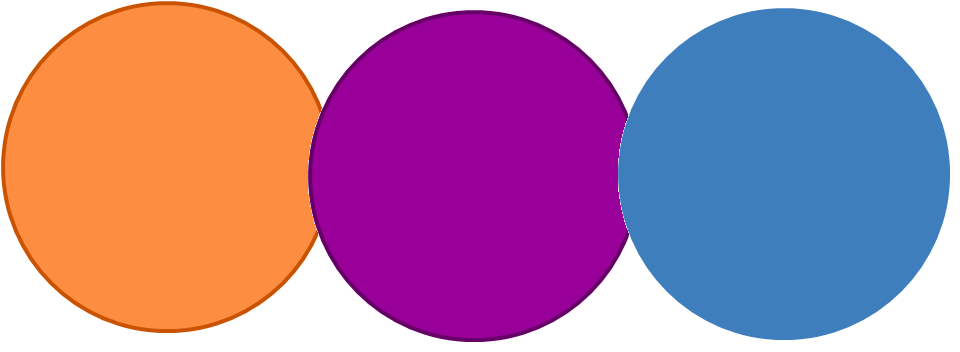


Explain how a lack of coordination among the business functions can affect a company.

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**1-3 Understanding the Marketing Concept**

**Elements of the Marketing Concept**



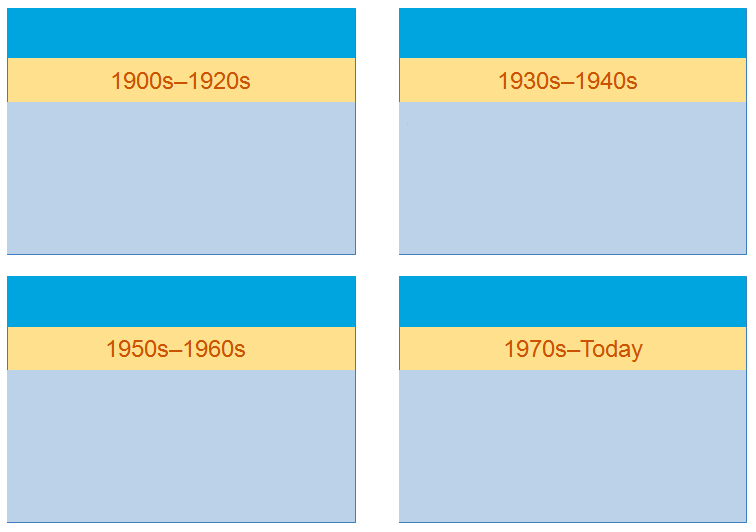
Under the marketing concept, what is the business’s primary focus during planning, production, pricing, etc. ?  
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Label and describe with examples.

**Marketing Mix**

**Elements**

**1-4 The Changing Roles of Marketing**



**Improving the marketing Concept**

**Relationship Marketing:**

**Employee Empowerment:**

Examples of Marketing in Other Organizations:

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Marketing Managers are responsible for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Why is marketing ultimately important to every business and organization?**

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